Circ. Mtg. 11/28/90

KT, PK, RN, KO, KJ, KG, JE, HL
(notes KJ)

- More risked by making uniform price incr.
  Test allows us to extrapolate
  How many subs vs how much $
- Mechanics of test
  - 50% split $20/$24
  - price is only difference btwn pools
  - could possibly mention reasons for price increase in $24 efforts
  - do for full series, ideally for summer & fall
  - and "roll out" would happen in late '91 (w/ winter '9[illegible] of spring '92)

- Aside: (PK) not much resistance to price incr. on newsst
- Gen'l Agmt that it's ok to have lower price for New subscribers
- Concern about abandoning tradition of frankness w/ our readers
- KT: risk averse
- KJ: test smaller sub-set of pool
- Test 2 diff. prices

- Should emphasize:
  - no ads & 600 pages/yr of ed.
- Raise price, ear-mark some $ for new sub campaign
- What about newsstand price

- Is a bigger picture problem (//'s w/ MS.)

Test all new prices
- $24, $27, $30
- can announce in gossip (w/ no mention of $)
- can talk about need to increase in the letter

Hard to run Longitudinal tests

Tie in w/ supporter program

Incl. Buck-Slip re. upcoming issues

How do we handle incoming phone calls? Specifically, who says what to whom and when?

How do we handle the WELL? Who is responsible for dealing with comments? What do we say and when?

How do we handle incoming mail and letters for "Backscatter"?

As response shapes up, who makes sure that each step we take fits in with the other steps we are taking or are planning to take? Who coordinates the process?

What are the effects of these decisions on our quarterly and annual reports in the magazine? Does Christine need to be kept in the loop?

Overall renewal series planning

#70 - Increase yes → amt as-yet-undetermined